

ABSTRACT OF THE DISCLOSURE

A method and system for generating, management, and determining the cost effectiveness of keywords used in paid searches. Target objects for which customer traffic for an electronic storefront web site is to be targeted to are identified. Keywords corresponding to those target objects are automatically generated, and associated keyword purchase data is sent to one or more search partners to initiate purchase of the keywords from those partners. Cost-effectiveness of each keywords is determined based on partner reports containing billing and keyword activity data and monitoring customer session activities that are initiated via clickthroughs contained in search results generated by the search partners.